

BBA Learning Assurance Committee Minutes of February 8, 2005

The minutes of the January 25, 2005 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 11:30 AM. In attendance on February 8, 2005 were Glenn Albright, Al Booke, Michael Carew, Ajay Das, Dorothy Dologite, Debra Dookeran, Elsie Gottlieb, Matthew Johnson, Hedda Nadler-Hurvich, Ed Rogoff, Bill Rulan, Steven Schnaars, Judy Tse, Ashok Vora, and Phyllis Zadra.

Attending as guests were: Mikhail Gershovich from the Schwartz Communication Institute, Mark Spergel, Director of the CUE Program and adjunct professor in Communication Studies, David Potash, Associate Provost, John Choonoo, Director of Institution Research, and Paula Berggren and Cheryl Smith from the English Department and WAC coordination, respectively.

The latest revision of the BBA Learning Assurance Oral Communication Worksheet was distributed. The Committee reviewed it and made additional suggestions. Prof. Booke agreed to update the form. The final form will be posted on the Assurance of Learning Bb site. The final format uses a 3 point scale: 3= Exceeds expectations; 2= Meets expectations; 1= Below expectations. The form also allows for a not applicable response (0). There are 12 items on the form and up to 5 individuals can be rated on one worksheet. There also is a place for an overall group rating for each item if desired.

Next the committee continued its discussion of assessing written communication. The guests were updated as to the charge of the committee. It was explained that we are looking to perform summative assessment of our students prior to their graduation. We have a protocol that we will test out in BPL 5100 (in spring 2005) for oral communication. Our next objective is to design an assessment protocol for written communication. Ed Rogoff had created a list of writing issues dated December 27, 2004 (distributed to everyone). The current task is how to redesign these 34 issues into a format that can be used for assessment of our BBA students.

Cheryl Smith provided a structure and a rationale for considering many of the “issues” enumerated by Ed Rogoff. Using four categories, suggested by the English department faculty *focus; evidence; structure; style*, the committee went through the 34 items on the original list and deleted some and re-sorted others. It was agreed that Ed Rogoff and Cheryl Smith would work together to provide the committee with a working draft of a checklist for the next meeting. It also agreed that faculty working on CIC capstone courses within each major would be invited to the next meeting. The plan for the next

meeting is to determine if the CIC capstone courses have assignments that could be assessed by the writing protocol we are designing.

The meeting was adjourned at 1:10PM. The next meeting was set for February 22, 2005 at 11:30AM.